

## ABSTRACT

A keyword generation system, method and apparatus. The method of the invention can include the steps of locating words and phrases in a selected portion of content, where the words and phrases are specific to a particular domain. The method also can include the step of adding a single instance of each of the located words and phrases to a list of keyword candidates. For each located word and phrase which already had been added to the list of keyword candidates, a counter associated with the located word and phrase can be incremented. Consequently, keywords from the list of keyword candidates can be selected based upon words and phrases in the list having a highest counter value.